

FIG. 1

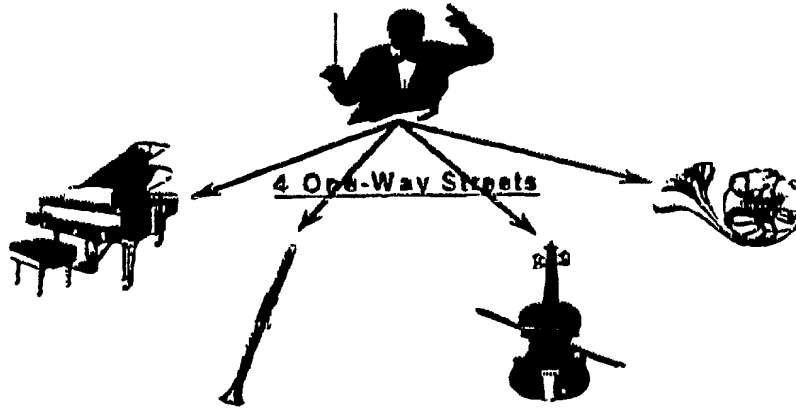


FIG. 2

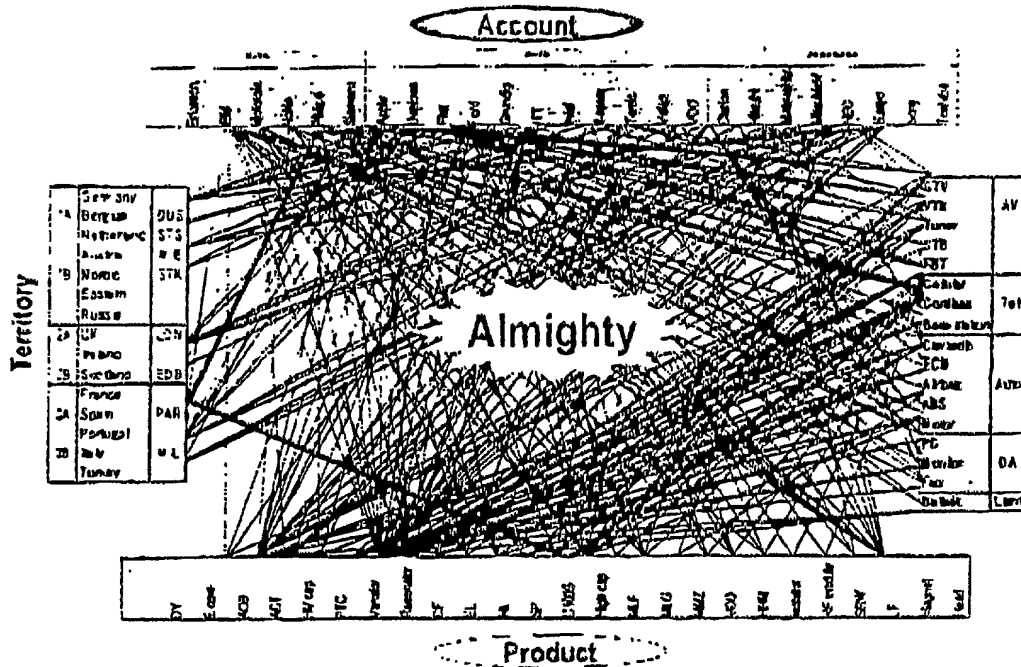


FIG. 3

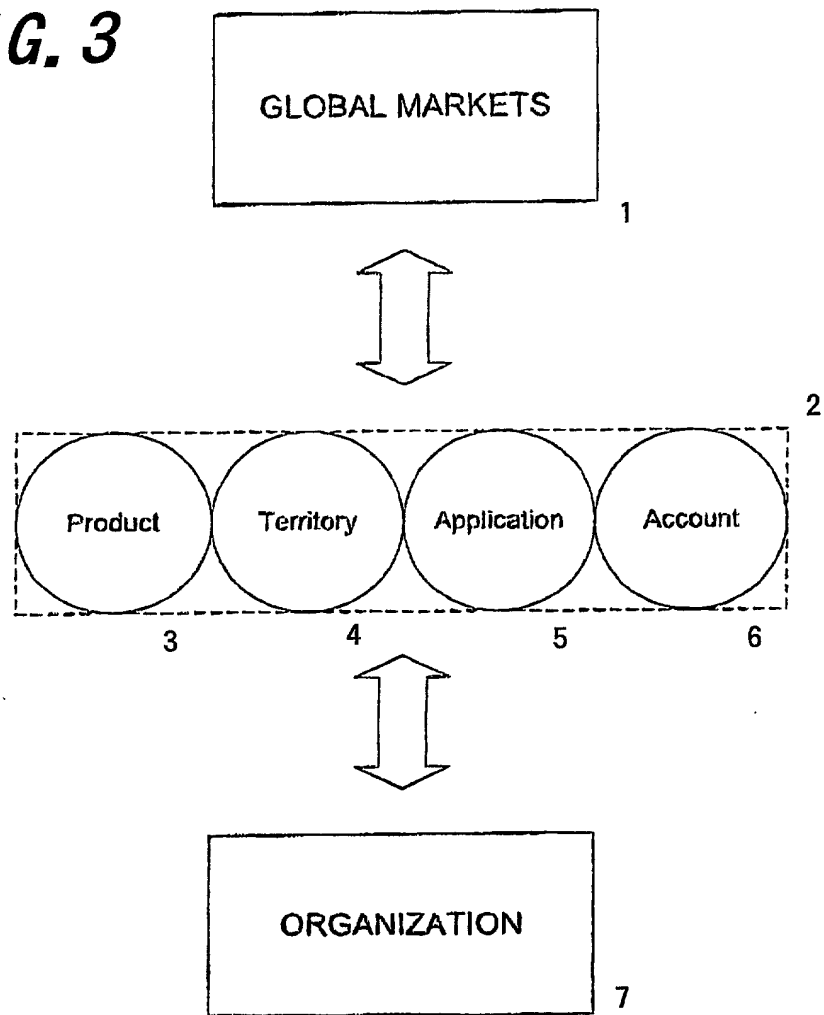


FIG. 4

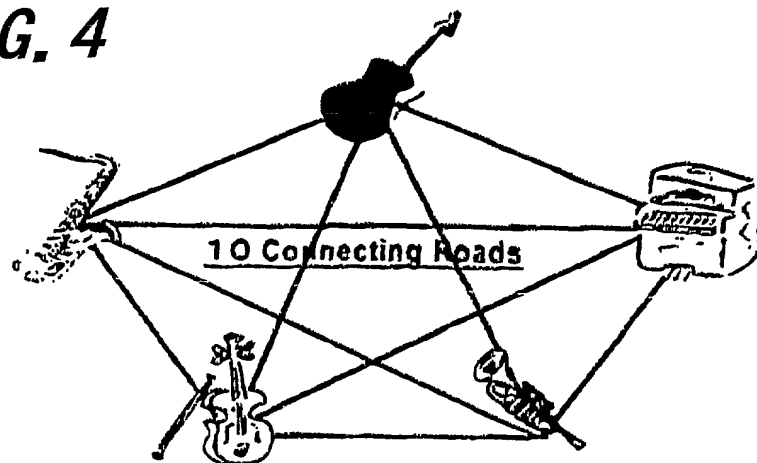


FIG. 5

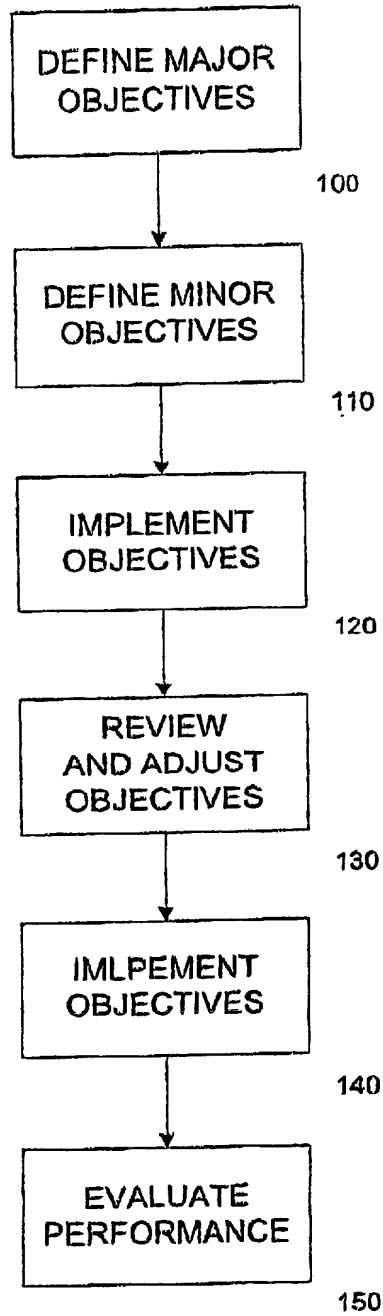


FIG. 6

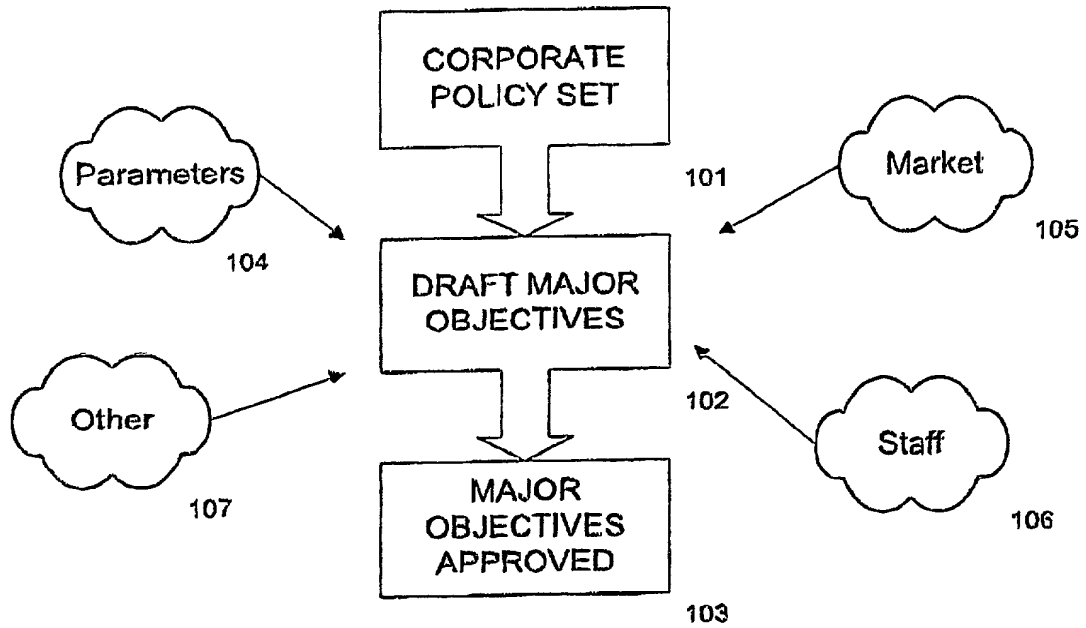


FIG. 7

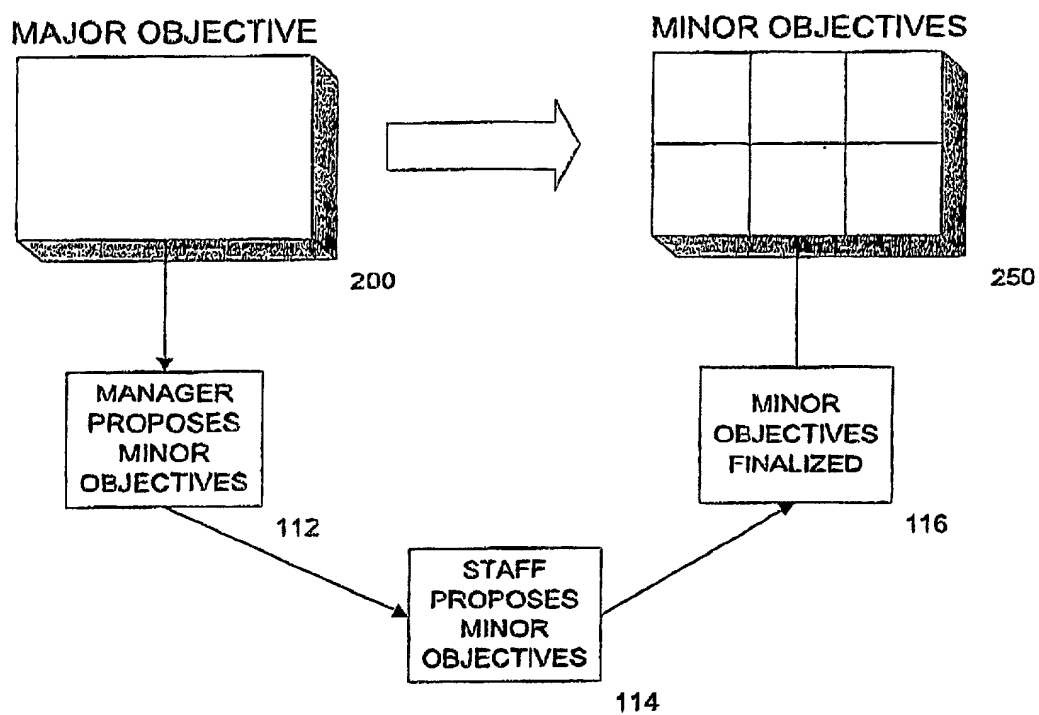
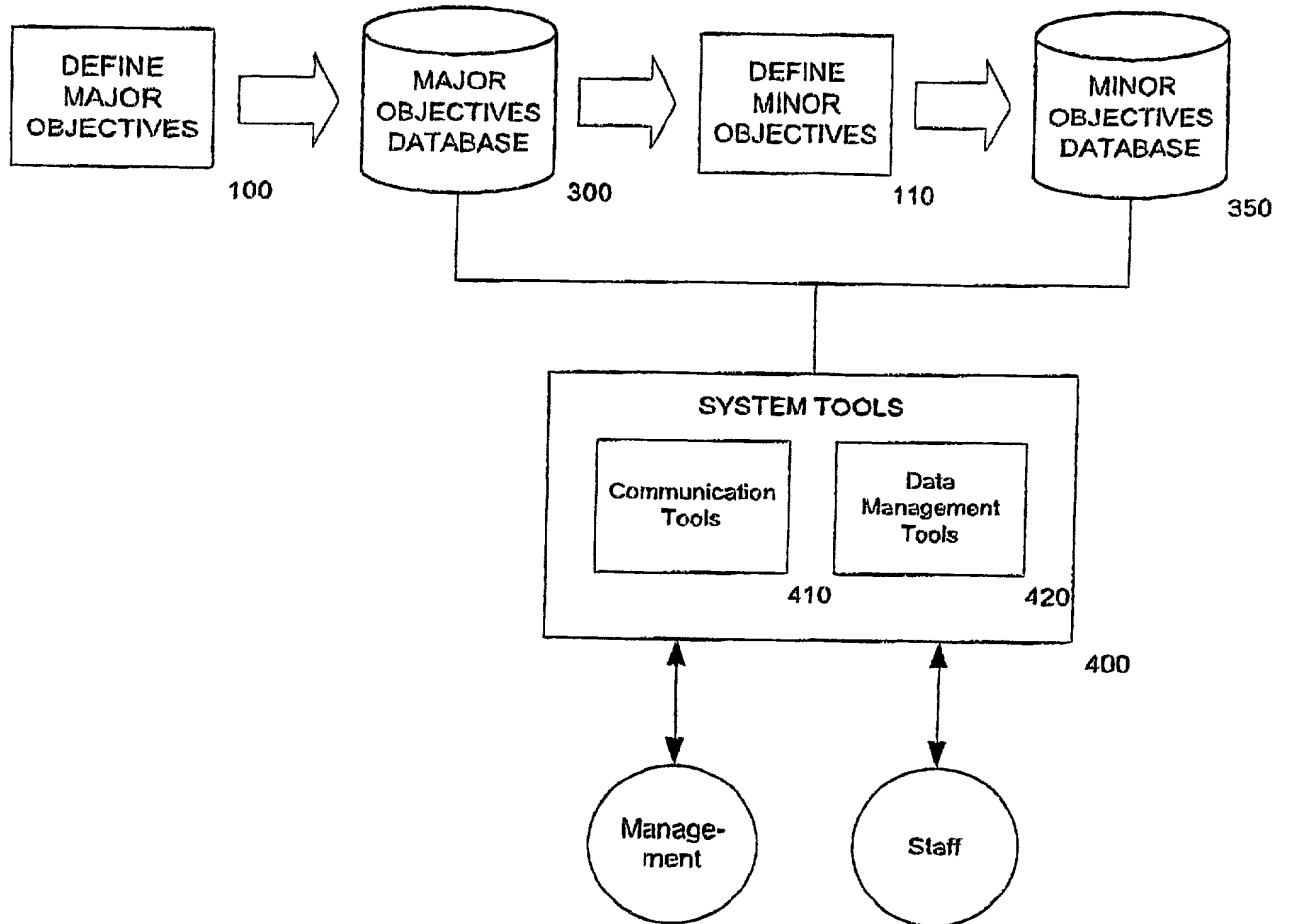


FIG. 8



[illegible]

FIG. 10

Multidimensional Matrix Management - Major Objective Summary

Group	Team	Manager	Subject	Senior Manager	Company
Global	100	Account	Motorola	Motorola Team	Year

Task	Description	Business Development	Target Figure	Due Date	Weight	Back to Summary
012D	Business Development	0	03/2001			
	Business Development	1100	30			
	Business Development	1100	339			

Background:

During 1999 TDK gained several new RF product designs for 1999 and 2000 phone models. We must build on this success for new cellular models and investigate projects for 2001/2 phone models. VCDs, MLBPFs, Block Filters and Isolators should be targeted. This will involve close cooperation with vendors and TCA.

Measurable Targets:

VCD - get approval for Phoenix R/1 per MLBPF - get approval for 9103/65506 Block - get approval for 9105/14M02 Isolator - get approval for 9105/25Y03

Task	Task ID	Due Date	Priority	Q1	Q2	Q3	Q4
1	Re VCD for Phoenix Cellular Phone	10/25h	Minor				
2	Agree spec with Motorola Cellular	6/00	TCA				
3	Sampling/Approval activities	02/1/05	TCA				
4	Receive C/Os and start shipping	03-4/1/05	Minor				
5	9103/65504 MLBPF for Leap (?) Cellular Phone	10/25h	Minor				
6	Sampling/Approval activities	01/1/05	TCA				
7	Receive C/Os and start shipping	02-3/1/05	Minor				
8	9105/14M02 (?) for Euro-Lee (?) Cellular Phone	10/25h	Minor				
9	Sampling/Approval activities	01/1/05	TCA				
10	Receive C/Os and start shipping	02-3/1/05	Minor				
11	9105/25Y03 Isolator for 750 DEN Mobile/Cellular	10/25h	Minor				
12	Sampling/Approval/Receive Orders/Shipping	10/25h	Minor				

Original Plan (b) Research (c) Cancel (d) Progress Review (A, B, C, D, E, or Z)

210

220

FIG. 11

Information Table

Scope	Rank	O/I	Year	OS	No.	Reference Number
N	A	O	105	HELL	030	R-AOSHELL-438

YDK Information Table

Outside Sales (OS):		Rolf Holmann		
24	Sales Group Data			
	Company:	TCE	Office:	OUS
	Sales Group:	1A	Sales Group Manager:	Noboru Sato
28	Account Data			
	PR - Select if Customer is a Major Customer			
	Customer:	Siemens Kund-Linien	Customer Group:	Siemens
22	Territorial Account Mgr(s):	Noboru Sato	Global Account Mgr:	Noboru Sato
	Product Data			
	Product Name:	ASM	Product Group:	RF Components
	Distributor:	?	Business Unit:	03
	Product Mgr(s):	Makoto Kuchi	Product Ref. No:	
	Territorial Product Mgr(s):	Tetsuo Sato	Vendor:	JPN
26	Set Data			
	Set Number: <input checked="" type="checkbox"/>	Cellular Phone	Set Leader(s):	
	Fixed:	Telecom	Territorial Set Leader(s):	Gerard Cunningham

FIG. 12

Plan Table

▼ Plan Table

Product 1	ASD	Target 1	Get Approval
252 ~	Background:	Detail 1	Get Approval by G1/2001 and start business in G2/2001
254	For the new Dualband Mobile Phone K45 (Hitachi Eng'g Concept) usage of an ASD is considered Technology not yet fixed: with or without SAW Promotion of TDK ASDs and design-in		

256	Month	Original Plan	Reviewed Plan	OS PRG	SGM PRG	GAM PRG	OS Comment
	04/2000	Spec Obtaining					
	05/2000	Normal Visit & Meeting					
	06/2000	Submission of initial samples					
	07/2000	Normal Visit & Meeting					
	08/2000	Submission of improved samples					
	09/2000	Target Price & RFQ Obtaining					
	10/2000	Finalize spec					
	11/2000	Submission of improved samples					
	12/2000	Normal Visit & Meeting					
	01/2001	Eng. Sample Approval					
	02/2001	Prod. Sample Submission					
	03/2001	Prod. Sample Approval					

FIG. 13

Figures Table

Figures Table

Unit Quantity: ☒ kpcs ☐ single

Unit	Initial Set-up			Review		Final	
	Pre Term 100	Current Term 100	Next Term 100	Current Term 100	Next Term 100	Result Current Term 100	Budget Next Term 100
	<input type="button" value="Calculate"/>						
Demon Appls d 10	500	15,000	25,000				
Share %	50	50	50				
Quantity Y	250	7,500	12,500				
Price \$	0.90000	0.92000	0.95000				
Amount \$	225.00	6,900.00	11,875.00				
1 %	20.45	690.00	1,187.50				

FIG. 14

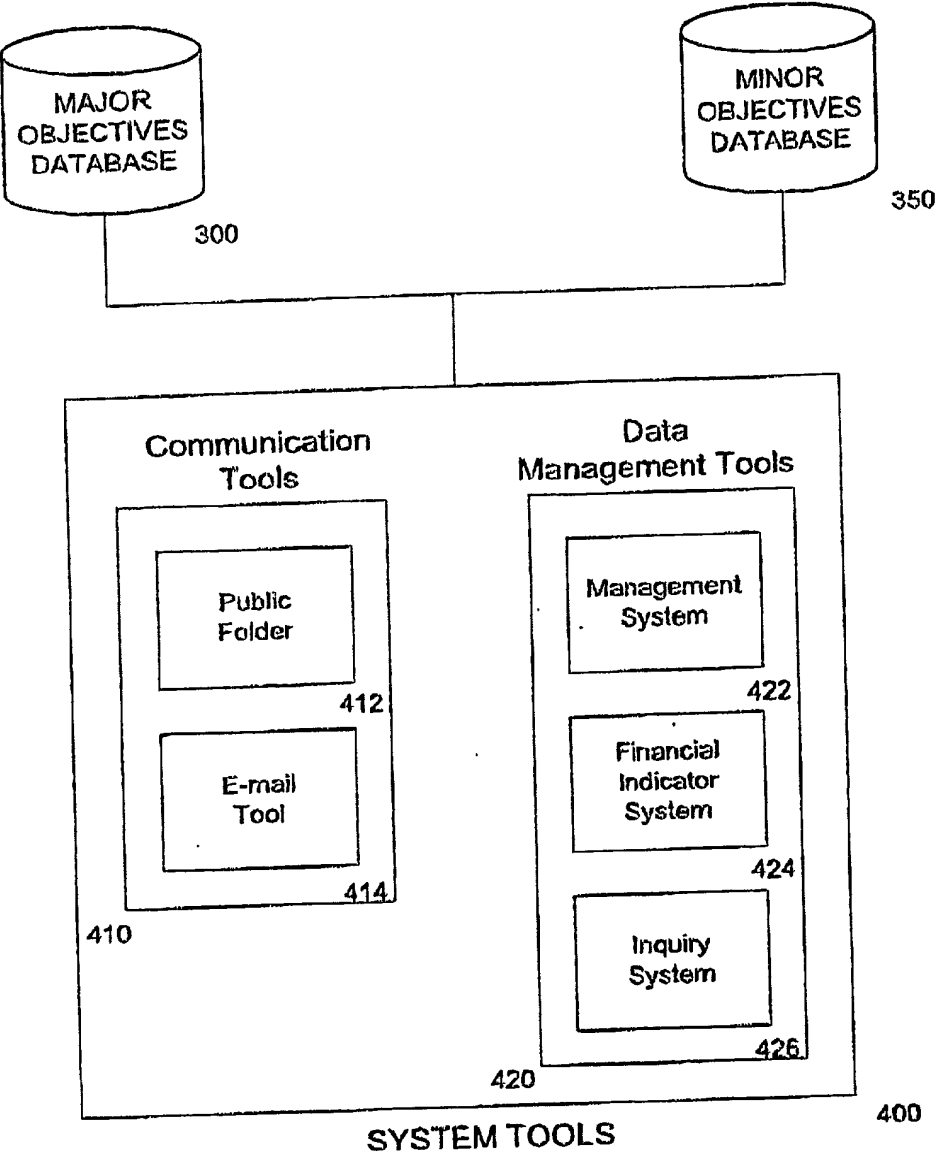


FIG. 15

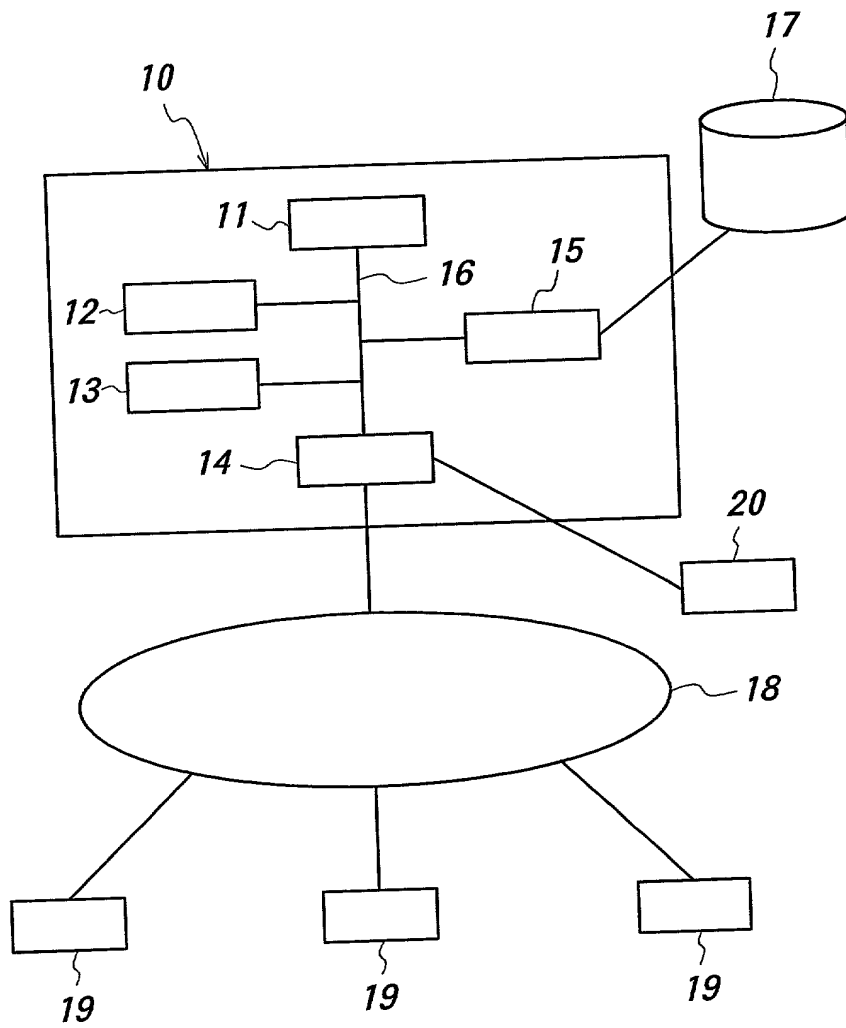


FIG. 16

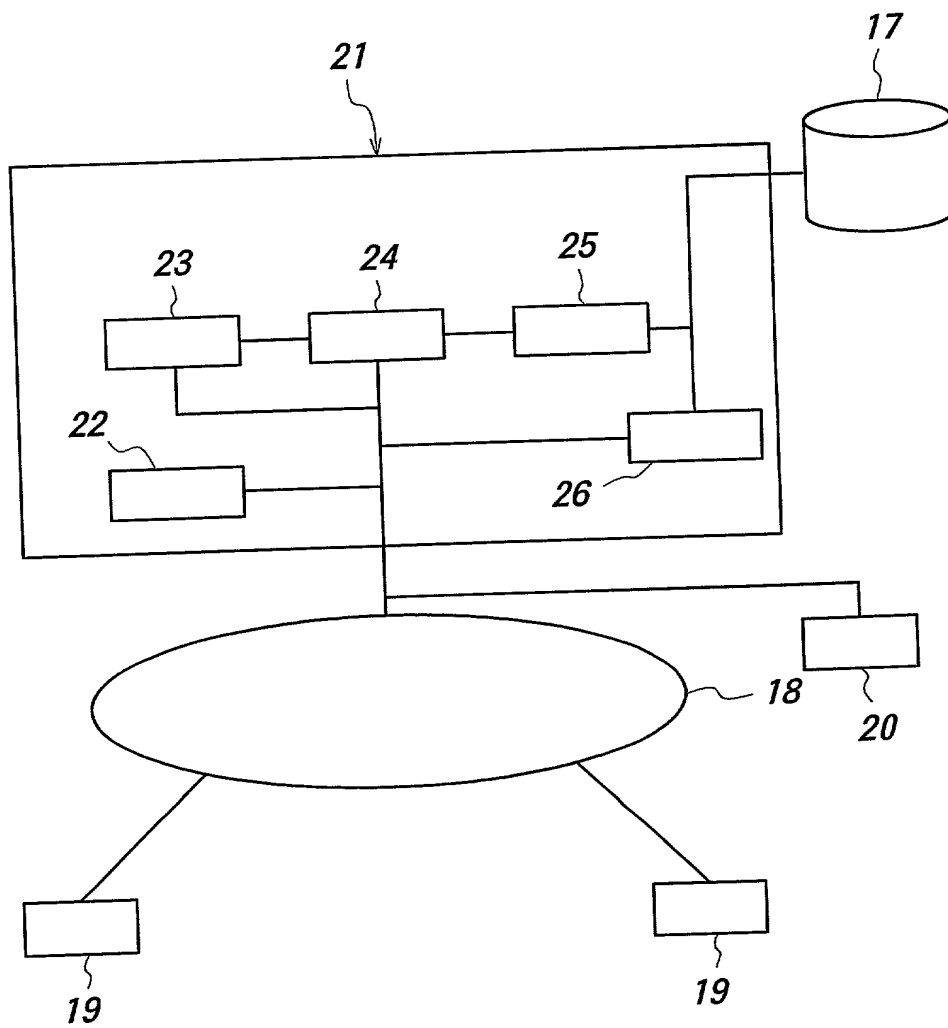


FIG. 17

Scope	Term	Matrix	Subject	Matrix Manager	Senior Manager	Currency
Global	105	Account	XXX Corporation	Noboru Saito	Michihiro Tame	Yen
Strategy						
Slogan						
Let's bring XXX corporation up to No.1 overseas customer until 108th !!						
Goal						
1) Budget achievement in 105th : 9,800mil. Yen in Europe/11,000mil. Yen worldwide						
Sales Target						
Unit = mil Yen	Initial			Review		
	Last Term	Current Term	Next Term	Growth Rate %	Current Term	Next Term
	T104	T105	T106	T106	T105	T106
Sales Target (Mid-Term Plan)	6,082.00	9,781.00	13,589.0		0.00	0.00
Targeted Increase			3,808.00	38.93%	0.00	0.00%
Total Net Increase (OS Est.)			2,524.00	25.81%	0.00	0.00%
Total Net Increase (Mgmt Est.)			1,884.00	19.26%	0.00	0.00%
Estimate Sales Amt in NT			12,305.00	25.81%	0.00	0.00%
					0.00	0.00%
					0.00	0.00%
					0.00	0.00%
					0.00	0.00%

FIG. 18

Scope	Term	Matrix	Subject	Matrix Manager	Senior Manager	Currency
Global	105	Account	XXX Corporation	Roy Morrow	Michihiro Tame	Yen

Major Objective Information
Back to Summary ☐

BIZD ☐
Description: Business Development

Achievement: Cultivate New Business ☐

Target Figures: T104:
T105:
T106:

Due Date:
Weight:

Back around:

During 1998 gained new RF product-ins for 2000 models.

Measurable Targets:

Get approval for component A.

FIG. 19

Matrix Manager Comments		Progress code	Senior Manager Comments	Progress code
Apr	Budget achievement 103%. Forecast achievement 101%.	A		B
May	Budget achievement 99%. Forecast achievement 98%.	A		
Jun		B		